

WIC Work Group

October 25th & 26th, 2016



AGENDA REVIEW



WIC History

- WIC Futures dissolved this year
 - Will have annual “open forum” in place
 - Desired by WFSG remaining members
 - Feedback on SP policies, budget, etc.
- Need for another group
 - State should not be making all decisions in isolation
 - Want decisions to have input and buy in
 - Better understanding of why/how policies are developed



Role of the group

Is...

- Collaboration
- Quality Improvement
- Feedback/communication
- Representation
- Project planning
- Build up relationships between locals and state

Is not...

- Policy decisions
- Funding decisions
- “advisory”
- WFSG

State Update

- State staffing- FULL!!!
- State Plan process- updating
 - New format next year
 - Hoping no major policy changes (worked on that this year)
- Monitoring Process- updated... using
 - Initial feedback is welcome!
 - We are talking internally on how it is going and making small tweaks to make it better
 - Hoping this process is cleaner
- Separation of Duties



Updates Continued

- Data
 - Surveillance reports annually on BF rates
 - Data also available annually for BMI & Anemia
 - Want SR?
 - Currently working on “potentially eligible calculation”
 - Starting with Medicaid matching- preliminary results in
 - Participation- still struggling
 - Data will help us understand WHY
 - HOW to reach PE?
 - Outreach efforts- national, state, local



eWIC Update



- Completed Planning and Design Phases, currently wrapping up “development”
- New schedule: June for pilot, Sept for statewide rollout
- Have “super user” group formed, will kick off calls in Jan.
- Working with retailers
- Collecting UPCs and developing database
- APP! WIC Shopper



STRATEGIC PLANNING



- Guiding Principles of Group Actions
 - Environmental Analysis
 - Shared Vision
 - Work Group Mission Statement
 - Strategic Direction
- Goals, Objectives, Action Steps

Topics of interest to the group

- WIC Foods
- Integrity- selling WIC items
- Outreach/sharing
- Participation & outreach
- Training for new staff & logistics for training
- Improving communications between State & Locals
- Quality Imp, including metrics/measures
- Breastfeeding education in rural areas

More topics

- WIC MIS improvements
- Reducing admin burden on local staff
- Participant satisfaction surveys
- Budgeting to provide services to whole area
- Remote education opportunities

State ideas:

- Website design
- Conference planning
- Data/metrics



Wrap up



Day 2



Food List

- Updates... *why we do them*
 - Money
 - Deleting organic milk
 - Deleting Honey Bunches of Oats
 - Deleting string cheese
 - Demand/preferences
 - Added Grape Nuts
 - Added yogurt, pasta
 - Rules/Regs
 - Change in milk fat, how/why we can modify
 - Availability
 - Something doesn't exist... or does



The Regs & the Rules

- Regs <http://www.fns.usda.gov/wic/wic-food-packages-regulatory-requirements-wic-eligible-foods>
- “Food Rule” <http://www.fns.usda.gov/wic/final-rule-revisions-wic-food-packages>

Survey of locals- Results

- Most answered YES to proposed additions
 - Canned Veg- 84%
 - Canned fruit- 78%
 - Frozen fruit- 89%
 - Juice- more brands (68%), more flavors (77%), tomato juice for children (68%)
 - Tofu (40%)

Comments/other feedback

- Baby Food
 - Decrease (R)
 - Give “grinders” (R)
 - More formula (R)
 - Increase CVB for infants (R)
 - Replace all jars with CVB (R)
- Cereal
 - Honey Bunches (C)
 - Life (C?)
 - Cream of Rice (allowed)
 - “More choices” (discuss)

Comments continued

- Whole grains
 - Flour tortillas (whole wheat allowed, R)
 - Oatmeal (discuss)
 - Grits (research iron?)
 - Corn meal (?)
- Juice-
 - Veg/tom for women (A)
 - Frozen for children (A?)
- Yogurt
 - Fruit flavored (discuss)
 - Gogurt (C)

Comments continued

- Eggs
 - Eggland's Best (C)
 - Brown (C)
- General
 - More variety of beans (?)
 - Baby food meat for children over 1 (FP III) (R)
 - Cottage cheese (R)
 - Crackers for children (R)
 - Less milk, more cheese (R)

Food Package Review

- Current copies- available for review
- Proposed changes!
 - Juice- any brand, at least 100% vitamin C and 100% juice
 - Cereal- generic Grape Nuts
 - Whole grains- more sizes! (8, 20, 24, 32oz.,...)
 - F/V- add frozen fruit, canned F/V; take out fresh salsa/guac
 - Beans- 32 oz. bag (also, choose “legume” at store)
 - Yogurt- add Darigold brand
 - Eggs- hormone free, cage free/free range OK! (not brown)
 - Peanut butter- take out “honey roasted”
 - Oats- whole grain (?) need to discuss



Discuss

- Feedback on proposed changes
- Any other ideas?
- Layout discussion

Feedback

- + pictures
- + use as a teaching tool (visual, more info)
- Too small = losing it
- + add “cheat sheet” (baby food, CVB calc, cereal sizes)
- Packets fall apart (big ones)
- Like mid-size (like Nebraska)
- +like tabs

Food package

- Like NE, MN, KS (size, layout)- like vertical
- FEQ
- Educational tools (myplate)
- Like bits of each
- Keep 2 pager & booklet
- Like symbols for GF & whole grain
- EBT- how to
- Like- RED not allowed section
- Very clear- what is allowed

Training Needs

- Conference next year
 - Feedback on timing, format, logistics
 - Emergency prep in WIC
- Webinars
 - Feedback on topics covered
 - Other topics needed?
- Other training